IMPLICATIONS OF THE SHARING ECONOMY FOR SUSTAINABLE DEVELOPMENT: AN ANALYSIS

A

SYNOPSIS

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1. INTRODUCTION

"The best collaborations create something bigger than the sum of what each person can create on their own."

- Anon

Nations around the globe are responsible for providing adequate food, shelter, good healthcare facilities, education, etc. to their citizens. These are the essential treasures for all those living in destitution. The dominant obstacle in the accomplishment of these grails is the rising population (National Academy of Sciences, 1963). In 2020, the estimated population of India was approximately 1.38 billion. India is the second largest populated country in the world, and it is expected that India will overtake China in the next forty years (Plecher, 2020). Fulfilling the basic needs of people is becoming a major problem for all developing and underdeveloped nations (Dimick, 2014).

The fundamental problem of scarcity lies at the heart of economics. People do not have enough resources to meet their all desires and wants. People around the globe are putting efforts to allocate finite resources to fulfill infinite wants and thus, trying to maximize their satisfaction level. The increasing level of income and consequently rapid growth in consumption is raising the standard of living and magnifying the problem of scarcity. Possession of material things is becoming a sign of high standard of living and well-being. Therefore, people have started accumulating wealth and ownership of an increasing amount of goods (Binghamton University, 2019). This tendency results in an inefficient allocation of scarce resources in favor of the rich section of the society. This contradiction of the increased level of consumption and the scarcity of resources put emphasis on the concept of the sharing economy. It has been started realizing that the maximum can be attained with minimum by following the principle of our age-old culture of sharing (Eisenstein, 2014).

Sharing has always been a part of Indian culture. Everyone has experienced some form of sharing like offering food to strangers on a train, inviting guests for dinner, siblings sharing their toys, sharing car rides informally while going for a vacation probably, and many more (Doley, 2015). The tradition of sharing is considered as a gesture of caring for someone. Our cultural roots of sharing, specifically with respect to economic resources (sharing economy), may provide the solution to the problem of scarcity

by connecting two groups of society- the ones who have idle resources and the others who are willing to use those resources.

The sharing economy is an evolving concept, therefore, does not have a universally accepted definition. In general, it refers to an economic system that promotes the shared consumption of goods and services without single ownership (Liem, 2016). The World Economic Forum defines the sharing economy as an economic model "that focuses on the sharing of underutilized assets, monetized or not, in ways that improve efficiency, sustainability and community". Despite having different perceptions regarding the definition of sharing economy, the common aspect of this definition is the use of scarce resources in a sharing manner to utilize them to their optimum level (Scaria et al., 2019). It operates through diverse online platforms such as consumer to consumer (C2C) or peer-to-peer or business to consumer (B2C) or Business to Business (B2B) platforms (Parente et al., 2017)).

Bucher et al. (2016) explained three motives of resource sharing-

- Monetary Motives: People share their assets to earn income by charging some amount of fee from the users. On the other hand, users save their income by just hiring goods and services according to the requirements instead of getting a permanent possession of them.
- Moral Motives: Moral motives imply that it is right and meaningful to share things because by sharing resources one can enhance sustainable development. It is the moral duty of everyone to save the resources for future generations.
- Socio-hedonic Motives: Sharing is a way to get connected with others. It is the medium to make new connections and maintain the existing ones. People, through sharing, can form new social circles and can enhance community connectedness.

United Nations in the year 2015 adopted "The 2030 Agenda for Sustainable Development", at the heart of which lies the 17 Sustainable Development Goals (SDGs), and all the nations around the globe need to support these goals so that a better future can be established. The Goals focus on economic, social, and environmental development in a sustainable manner so that the needs of the future generation are not compromised. It has been recognized that ending poverty, inequalities of all kinds along with easy access to education, good health, zero hunger, etc. can stimulate economic growth and development in a sustainable manner.

The present pattern of production and consumption is inconsequential in ensuring our ability to meet the needs of the future generation. The sharing economy has the potential to create an innovative path wherein people can gain access to various goods and services in a sustainable manner. The sharing of idle or underutilized goods or services provisionally can help to bring sustainability in resource utilization. The sharing may provide accessibility to people with limited means, thereby it is useful in eradicating poverty, hunger, and inequalities of all kinds (Kaushal, 2018).

The sharing economy has the potential to promote collective consumption (Mi and Coffman, 2019). One's assets can be used by others. The successful working of the sharing economy model largely depends upon the combined approach of both users and providers in a way that the requirements of both parties are met.

Sharing Economy Model

What is mine is yours, for a fee is becoming significantly popular today. This fee is the motivational factor for service providers to share their possessions. People find it as an effective way to cover the cost of their assets or share the cost with the seekers (Bucher et al., 2016). "Sharing" was also one of the proposed *10 ideas that will change the world* (Kenny, Charles, 2011).

The sharing economy model is a setup in which seekers of the service or product encounter the owner. The online platform is playing a significant role in it. People place their request for the desired service or product and the online platform sends the request further to producers and thus, the demand and supply model is being created.

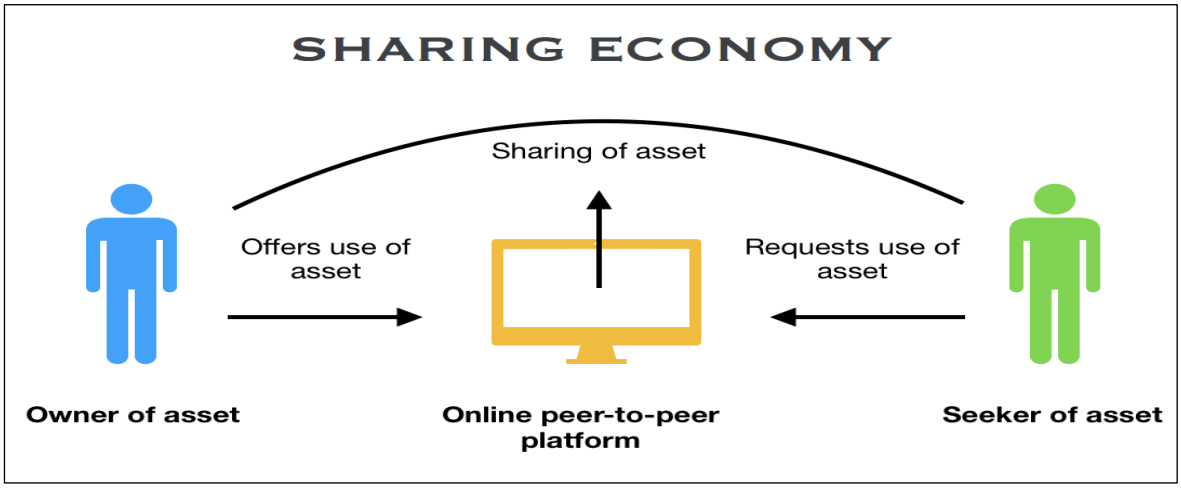


Figure 1: Sharing Economy Business Model
Source: Market Business News, 2020, October 2

Figure 1 depicts the basic model of the sharing economy. It depicts the linkages between demand and supply side sharing (Biswas and Pahwa, 2015). The owner of the resources has idle resources with them, and the seeker is the one who is short of the same resources.

Through sharing platforms, the owners and seekers are interconnected so that the resources kept idle can be shared. Meeting the expectations of the concerned stakeholders on both the demand and supply side is the basis of the sharing economy model.

Traditional Business Model vs Sharing Business Model

An increasing number of people are being attracted to the shared economy model compared to the traditional business model. The role of intermediaries or mediating firms is slowly getting vanished. The sharing business model is more convenient and affordable (Shankar, 2016). The distinction between the buyer and seller is now getting blurred as people share their assets with each other. An individual can be a buyer and seller too at the same point of time.

The sharing economy has challenged the old traditional business model of private ownership. The value of the product seems to be important on the basis of its value in use (Zhang et al., 2018). Figure 2 highlights the difference between traditional and sharing-based business model. The traditional model is based on the aspect of ownership where the need of an individual buyer is catered while sharing economy model is based on the accessibility of goods when required, thereby catering to the needs of multiple demanders.

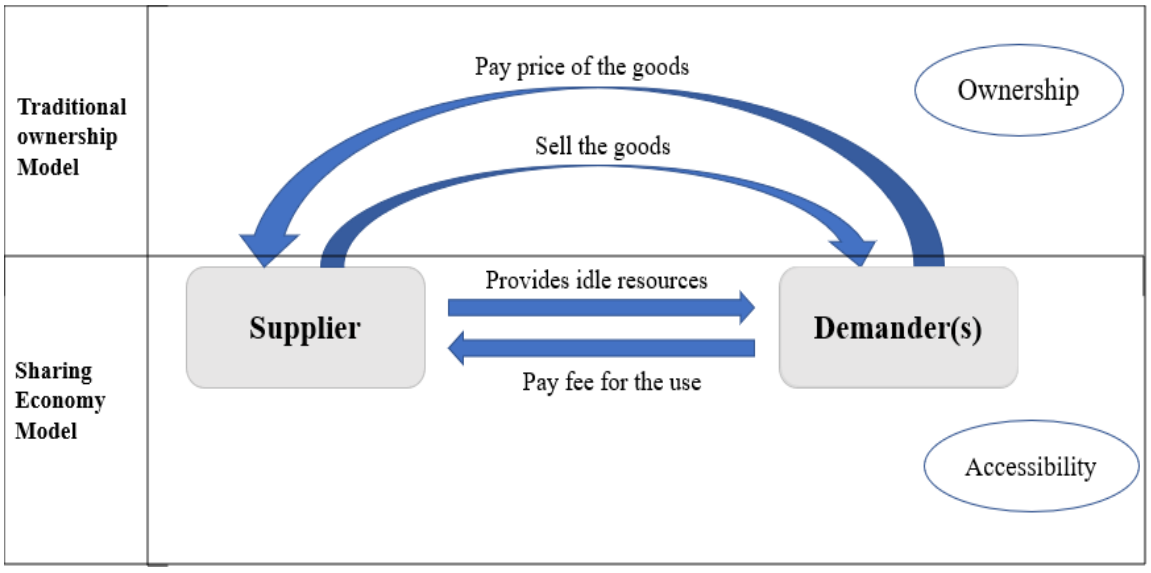


Figure 2: Comparison of Traditional and Sharing Based Business Model
Source: Zhang, Yang and Ma, 2018 (modified)

The Sharing Economy in India

Collaborative Consumption is a persevering vogue around the globe and India cannot be excluded from the same. The concept of the sharing economy is at its budding stage in India. The sharing economy was introduced in the transportation and accommodation sectors initially.

As per the details given by NSSO, buses are the most preferred mode of transport in both rural and urban areas, followed by auto rickshaws. On-demand accessibility to different modes of transportation is gaining popularity as an effective means to connect travelers with drivers. This (on-demand accessibility) has resulted in an increased number of rides and a reduction in the idle time gap. According to a study by PWC, only for a 5% of the lifetime a private vehicle is being used, and it remains idle for the rest of the time. In the words of Arvind Singhatiya (Vice President, Corporate Affairs, Ola Cabs), *more and more Indians would choose not to buy a car and instead look at transportation as a service at the tap of a button rather than a product sitting in their garage* (Biswas and Pahwa, 2015).

Accommodation is another rapidly evolving sharing economy sector in India. According to the report of Maple Capital Advisors, the demand for co-living is significantly increasing in India. The leading factors behind the increased popularity of sharing in this sector are labour and student migration, convenience, and security.

The sharing economy is swiftly deepening its roots in India. It is expected that it will unravel various opportunities for its participants as well as for the nation. The present study will explore connotations of the sharing economy from the point of view of the economy, society, and environment. Thus, it has been undertaken and entitled as *Implications of the Sharing Economy for Sustainable Development: An Analysis.*

2. REVIEW OF LITERATURE *(Summary Sheet: Annexure 1)*

The earth has a limited carrying capacity. The finite resources available on the planet can sustain a finite population (Hardin,1968). India is one of the most densely populated nations in the world. It comprises 15 percent of the world's population (Parsons, 2014). The increasing population is one of the reasons for the problem of scarcity of resources because resources do not increase at the same pace (Sijabat, 2019).

It is a well-known fact that, when something is thin on the ground, it is alluring (Zhu, 2015). Scarcity

sets a ceiling to consumer choices. Scarcity is linked with the availability of resources, whereas choices are the decision of the consumers regarding those resources (McKenzie, 2020). Scarcity is unpleasant and therefore, people aim to gain maximum with the available resources (Silvera et al., 2020). A country that is experiencing a considerable population increase and a shortage of resources will urge its citizens to share the resources as it is imperative for their well-being (Kause, 2018).

The sharing has been a gesture of being concerned and caring for someone. It is not a new concept. Giving someone a ride, sharing food with someone and many such instances are not revolutionary but evolutionary in nature (Sundararajan, 2016). If we ponder about sharing platforms, then they are evident everywhere. Hotels and apartments, subways and taxies, airports and airplanes, churches and libraries, and the entire infrastructure from telephone lines to wireless networks, to streets and sidewalks to parks (Gansky, 2010). The sharing economy is something more than it seems. It is providing revenue to some and helping others to save the cost of assets by sharing rather than by owing them (Kim, 2019; Erving, 2014; Welsum, 2016). The process of sharing is based on the principle of accessibility.

Access has multiple faces that provide a wide range of choices to people (Bothun et al., 2015). Bardhi and Eckhardt (2012) identified six dimensions that help in differentiating among the wide range of access facets- temporary access, anonymous interactions, mediation platform, consumers or users, Access-able assets, and political consumerism. People might not realize, but everybody is the part of sharing resources by some or the other way (Curtis, Singh et.al., 2020).

Various studies have found that monetary compensation is the leading motivational factor for service providers (Ke, 2017). At the same time, they must face various issues and challenges. Trust is the primary issue that arises among consumers, which also needs to be addressed (Ojala and Tuovinen, 2020). Service seekers are the users of the resources (Tura, 2018). They are provided with various alternatives in the market to utilize and enjoy goods and services without owning them (Habibi, 2019). They find sharing economy making their everyday life easy (IE University, 2020). Users are getting cost-saving benefits by resource sharing (Ozcan et al., 2018). According to the report of the EU on sharing economy, the rent price of maximum lavish apartments in London was one-third times cheaper on the sharing economy platform (Dervojeda et al., 2013).

The sharing economy comprises dual benefits of demand and supply (Iasevoli et al., 2018). On the

demand side, it provides opportunities to avail the goods for consumption that may be possible to own by rich section only (McGinnis, 2018; Mondal and Samaddar, 2020). Owners, on the other hand, may earn profits by lending their resources. They can generate value of unutilized or under-utilized assets (Botsman, 2015; Stephany, 2015). Each stakeholder of the sharing economy does both the task of providing value and extracting value (Benoit et al., 2017; Frenken, 2017).

The projections by World Data Lab reveal that the middle class represents most of the world's population and is the largest segment generating demand in the global economy. Further, this segment of the population is expected to double in the next decade, to 5.2 billion (Kharas and Hamel, 2018). In the upcoming years too, the sharing economy will be majorly driven by the emerging middle class (Rinne, 2019). Visa's study on the middle class reveals that by 2030, more than 60 percent of consumer spending will be accounted for by the middle class. With increasing income, they aspire to add new amenities in their life like restaurant spending, traveling, apparel, etc. (Batbold and Lung, 2017). The growing middle class with convergent spending behavior along with rising access to digital payment platforms creates new opportunities for businesses and open path for the sharing economy (Galloway, Martin, and Warner, 2017).

Social media along with technology has played an important role in widening the scope of the sharing economy (Wihbey and Penn, 2016). Social media creates a level of trust by facilitating people to see the reviews strangers have left (such as Facebook social graph) about sharing-based services (Reynolds, 2015). It facilitates the sharing economy business owners to discover the owners of assets or services and the probable customers of the asset or service available/offered (Shawn, 2016). It acts as a tool for various sharing economy platforms to build their reputation through rating and recommendation systems (Buckingham, 2017). The emergence of technology and increment in digital platforms has allowed people to share outside their trusted circle, thereby creating a new form of the market (Pant and Shaende, 2020).

The motivational factors for participation in the sharing economy vary between (1) socio-demographic groups, (2) users and providers, and (3) different types of shared goods like vehicle, space, knowledge, etc. (Bocker and Meelen, 2016). Various studies reveal that the most influential factors for participation in the sharing economy are saving money and an easy way to earn extra money (Stankeviciene and

Grybaite, 2016; Andreotti et al., 2017). The successful operation of the sharing economy heavily relies on trust between the two sides (Petropoulos, 2017). It has also been observed that the successful working of the sharing economy model promotes sustainable development (Fecht, 2017; Cherry and Pidgeon, 2018).

Sustainability is the indigenous driver of the sharing economy (Silva and Gerwe, 2020; Daunoriene et al., 2015). Various factors contribute to making the sharing economy a sustainable economic model like the increase in sharing economy users, price reduction, economic efficiency, etc. (Hasan and Birgach, 2016; Geissinger et al., 2019). Wu and Zhi (2016) discussed the influence of the sharing economy on urban sustainability from social, economic, and environmental perspectives. The United Nations' Sustainable Development Goals are a pathway to achieve more sustainable societies. The sharing economy being a significant contributor in sustainable development, can prove helpful in achieving the related goals (Boar et al., 2020; Retamal and Dominish, 2017).

The sharing economy has spelled out trouble for the traditional business models. (French, 2015; Munoz and Cohen, 2018). The modern trend followed by the people is to own less and share more (Curtis and Mont, 2020), which is disrupting the traditional businesses (Harendra, 2017; Wirtz, 2019) and increasing the value-in-use of the product (Liu and Chen, 2020).

Nielsen (2014) survey polled more than 30,000 respondents from 60 countries who have online access so that the survey has a global reach. It was found that more than two-thirds of the respondents (i.e., 68%) for availing financial gain, were willing to share their personal assets and 66% were willing to share products and services from others. India was among the top 10 countries that show a likelihood to share from others.

According to the report of Maple Capital Advisors, India is heading forward to become a USD 2 billion industry by the end of 2020. Factors responsible for the growing popularity of the sharing economy in India are the mobile young generations who do not prefer to take the responsibility for assets, changing preferences, awareness of the environment, and trend of minimalism (Aggarwal and SIRU, 2019). Goudin (2016) in his paper discussed that the continuous growth of the sharing economy will affect the different participants of the market:

1. *Consumers will be able to access various services at low prices.*

2. *Providers will get new opportunities to earn their living or work.*
3. *Competitors will face tough competition from this new business model.*

Pandemic 2020 has made life tough for the people as the financial resources have declined. It has urged the people to promote and inbuilt within themselves the habit of sustainable consumption. Businesses are necessitated to adopt sustainable business models (Forrester, 2020). The sharing economy, a significant contributor to sustainable development, lacks research in this area (Boar et al., 2020). The integrated efforts of the government, several private sector industries along with several local communities require addressing the need for sustainable development through sharing of resources (India Today, 2019). The present study will be a significant endeavor to study the sharing economy business model and its role in promoting sustainable development.

3. NEED OF THE STUDY

Despite various efforts at national and international levels, we have failed to remove poverty and prevent environmental degradation. In some nations, economic growth has resulted in various inequalities. Economic inequality is the major cause that many people are not able to meet the basic requirements of life. The nations have two broad choices – they can continue the intensified resource competition or find an alternative approach to manage available resources based on sharing of resources, collaborating with each other and preserving the environment.

Sustainability is the need of the hour. The available resources are not only our inheritance but the debt from future generation too. The present pattern of production and consumption does not suffice to ensure, future generation meet their needs unrestrictedly. Research scholars and businesses around the world are trying to find possibilities for optimum utilization of resources for a sustainable globe. In this regard, most of the researchers have pointed out that the *sharing economy is a potential new pathway to sustainability* (Geissinger, 2019).

Rising urbanization has increased two basic problems viz housing and transportation. The rising demand for living space and traveling is increasing its prices sharply. It is seeking the attention of the business personnel to provide services particularly in these two areas at low prices to make it affordable. Thus, in the context of growing urbanization, booming prices, shrinking living space, and increasing social disconnects creating the attention of the researchers and policy makers that could co-living and shared

mobility provides the solution to these problems?

The existing literature, to determine the implications of the sharing economy for sustainable development, is limited. Therefore, the present study is being framed to find solutions to the following questions:

1. What is the state of the sharing economy and various issues related to it?
2. What are the stakeholders' perspectives on the sharing economy?
3. What are the economic implications of the sharing economy?
4. How far the sharing economy framework helps in bringing/ maintaining sustainable development in the nation?

The present study will be a significant effort in analyzing the possible association of the sharing economy with sustainable development and it will try to unfold the implications of the sharing economy (with special reference to shared mobility and co-living).

4. OBJECTIVES OF THE STUDY

The purpose of this study is to analyze the contribution of the sharing economy in attaining sustainable development of a nation. Specifically, the study will address the following objectives:

1. To examine the state and concerns of the sharing economy.
2. To analyze the participants' perspectives on the sharing economy.
3. To examine the economics of the sharing.
4. To propose a comprehensive framework of the sharing economy for sustainable development.

5. HYPOTHESES FRAMEWORK

Based on the objectives of this research proposal, the following hypotheses have been framed:

$H_0$1: The participants have a neutral attitude towards the sharing economy.

$H_1$1: The participants have a positive attitude towards the sharing economy.

(Economic, Social, Environmental and Technological factors are positively associated with the participants' motivation and decision to be the part of the sharing economy)

$H_0$2: The sharing economy has no significant impact on sustainable development.

$H_1$2: The sharing economy has a positive impact on sustainable development.

(Impact on economic, social, and environmental development)

6. RESEARCH METHODOLOGY

In order to conduct research systematically, the following Research Methodology has been proposed:

6.1. Research Type: Descriptive and Analytical

6.2. Research Design: The data collection will be done as follows:

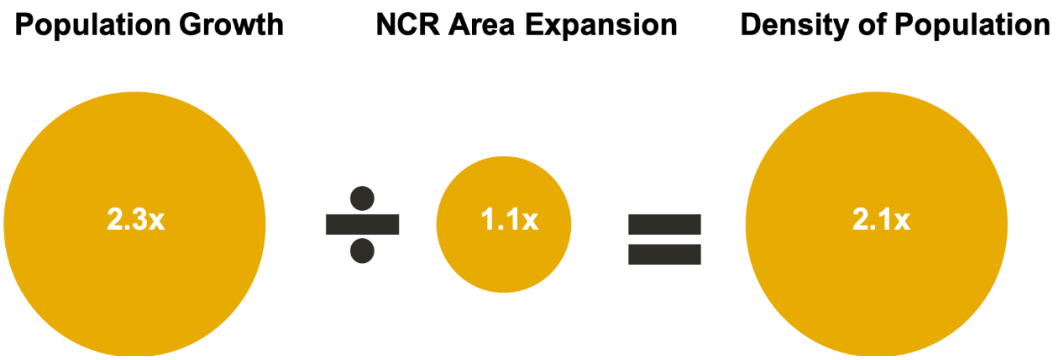
6.2.1. ***Research Data:*** The data will be collected from both primary and secondary sources to cover all areas of this research. The secondary data will be collected from various published content related to the sharing economy and sustainable development. The data sources will include newspaper articles, magazines, annual reports, statistical summaries, etc. Some of the sources of secondary data include NITI Aayog, Pricewaterhouse Coopers (PwC), World Bank, Uber, Ola, Airbnb, OYO, etc. In order to collect the primary data both qualitative and quantitative research methods will be employed.

6.3. Sample Design:

6.3.1. ***Region of study:*** The Delhi NCR (National Capital Region)

The study will be undertaken in the Delhi NCR. The number of urban dwellers is increasing in India. The NCR is an example of the sprawling urban population, which continues to grow beyond the NCT-Delhi (National Capital Territory of Delhi) region to the neighbouring states of Haryana, Uttar Pradesh, and Rajasthan, making NCR the largest metropolitan region in India and second largest in the world after Tokyo (UN, 2020). It is the only multi-state region in the country with an urbanization level of 62.6% (NCRPB, 2021).

Urban Expansion and Population Growth in NCR (1981 – 2011)



Source: Census Data; NASSCOM Research

From an urban mobility and living perspective, it is seeking the attention of the researcher. Apart from it, the NCR has –

- Presence of the required platforms.
- Operating aggregators.
- Wide range of transport systems and co-living options.

6.3.2. ***Sampling Techniques:*** A combination of purposive (judgmental) and simple random sampling technique has been employed. (*Annexure 2)*

The NCR has been chosen purposively as it is densely populated and sharing of resources exists in it. The NCR comprises three states along with the NCT Delhi. These are Haryana, Uttar Pradesh, and Rajasthan. To give broad coverage to the city, one district from each of the three states have been randomly selected i.e., Gurugram (Haryana), Gautam Budh Nagar (Uttar Pradesh) and Bharatpur (Rajasthan), along with the NCT Delhi. It is required to propose an integrated system that forms the basis of efficient and affordable mobility and living. The data in this study will be collected from two categories of respondents i.e., service providers and users. Respondents (users) will be individuals who have used sharing platforms at least twice.

6.3.3. ***Sample Size:*** 400 Users

Respondents will be from the Delhi NCR. To determine the sample size, the following formula is used:

$$n' = \frac{NZ^2P(1-P)}{d^2(N-1)+Z^2P(1-P)}$$

n'= sample size with finite population correction,

N = Population size

Z = Z statistic for a level of confidence (1.96)

P = Expected proportion (in proportion of one), (0.5)

d = Precision (in proportion of one) (0.05)

The total required sample is obtained as follows: sample (n′) = 384.15 rounded up to 400.

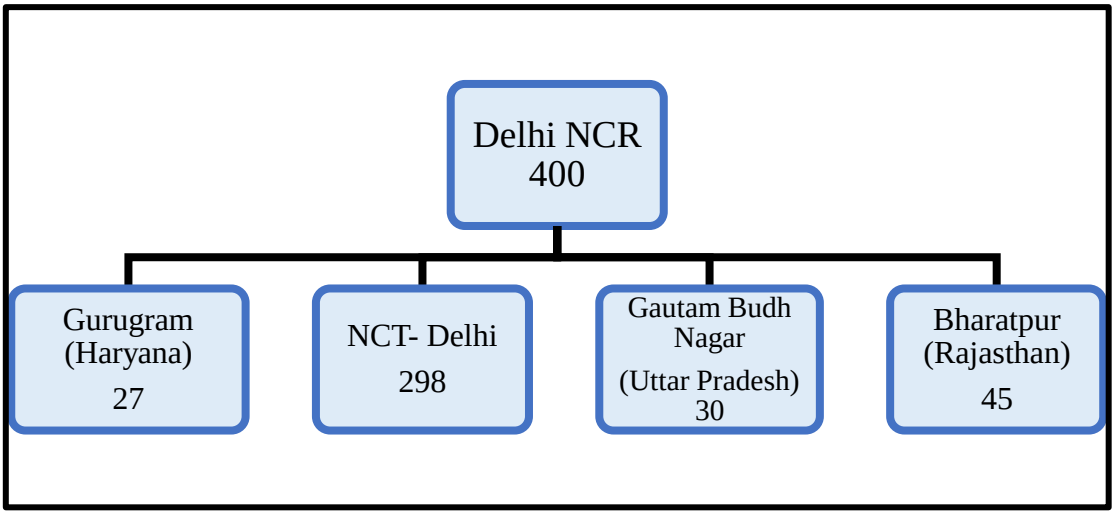


Figure 3: Sampling Framework
Source: Self-structured

Service providers: Uber and Ola under Shared Mobility and OYO and Airbnb under Co-living. All the service providers belong to the B2C business model as it (B2C model) serves a broad spectrum of population.

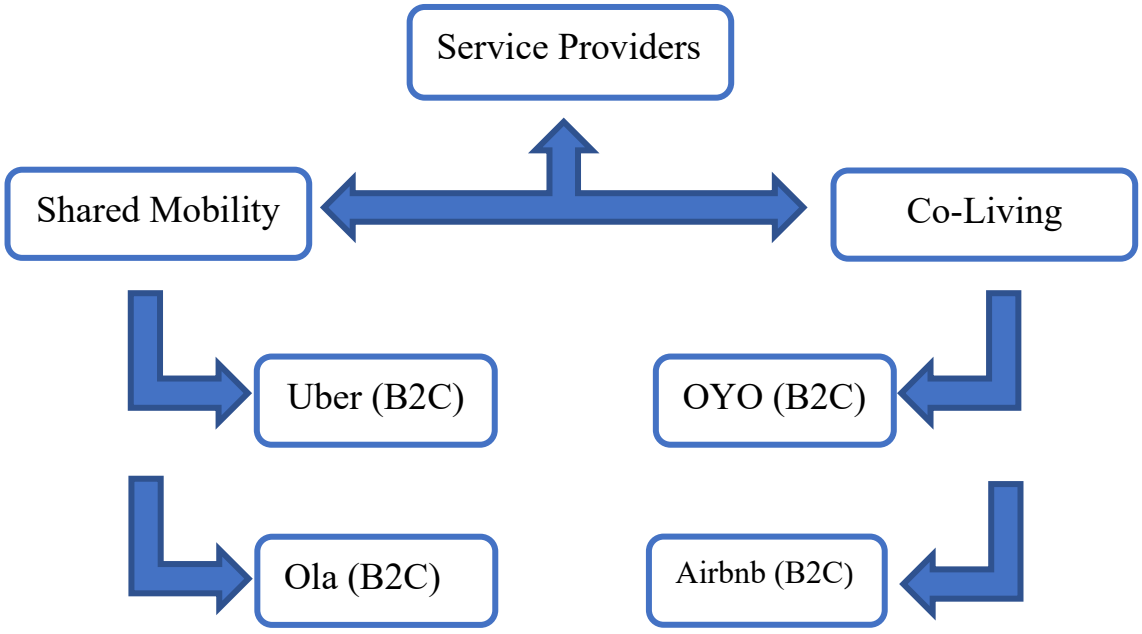


Figure 4: Service Providers
Source: Self-structured

6.4. Research Methods and Tools for Data Collection: Survey method will be used; data will be collected through questionnaires and semi-structured interviews.

6.5. Statistical Tools/ Techniques: To extract valid and reliable results the following statistical tools and scale will be used:

- Averages and Percentages
- Content Analysis
- Likert Scale
- Multivariate Regression Analysis
- Pearson's Correlation Analysis
- Multi-Criteria Analysis
- Z-test, ANOVA and Kruskal Wallis test

6.6. Computer Applications: MS-Excel, SPSS

PROPOSED CHAPTERS

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Methods and Materials

Chapter 4: Sharing Economy: An Overview

Chapter 5: Sharing Economy: Participants' perspectives

Chapter 6: The Economics of the Sharing

Chapter 7: Sharing Economy: A comprehensive framework for Sustainable Development

Chapter 8: Conclusions

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ANNEXURE 1

Table 1: Review of Literature Summary Sheet

***S.E.**: Sharing Economy, **S.D.**: Sustainable Development, **Eco.**: Economic, **Soc.**: Social, **Env.**: Environmental*

S.No.	AUTHOR	YEAR	SOURCE	OBJECTIVE	S.E.	S.D.		
						Eco.	Soc.	Env.
1	Aggarwal, Agrim and Strategic Investment Research Unit (SIRU).	2020	Invest India: National Investment Promotion & Facilitation Agency	To show the growing popularity of the sharing economy in India.	✓			
2	Andreotti et al.	2017	SSRN Electronic Journal	To study the participatory behaviour (motives, attitude) of the participants of the sharing economy.	✓			
3	Bardhi, F. and Eckhardt, Giana M.	2012	Journal of Consumer Research	To examine the access-based consumption in the context to car sharing.	✓			
4	Batbold, Dulguun and Lung, Richard	2017	Visa Study	To study the spending pattern of the middle-class people.		✓		
5	Benoit et al.	2017	Journal of Business Research, Elsevier	To identify three criteria to draw collaborative consumption from sharing or renting.	✓			
6	Boar, Andrei et al.	2020	Sustainability	To highlight the relationships between the sharing economy, sustainability and SDGs.	✓	✓	✓	✓

7	Bocker, L., Meelen, A.A.H	2016	Environmental Innovation and Societal Transitions, Elsevier	To provide an overview of motivations of people willing to participate in different forms of sharing economy.	✓	✓	✓	✓
8	Bothun, Deborah	2015	Price Waterhouse Coopers LLP	To study the business perspective of the sharing economy	✓			
9	Botsman, R	2015	Fast Company	To explain what comes in collaborative consumption and what not.	✓			
10	Buckingham, David	2017	Word Press	To explain the relation between 11social media and sharing economy.	✓		✓	
11	Cherry, C.E., Pidgeon, N.F.	2018	Journal of Cleaner Production, Elsevier	To explore the acceptability of the sharing economy by public.	✓			
12	Curtis, Steven Kane and Mont, Oksana	2020	Journal of Cleaner Production, Elsevier	To elaborate an improved sharing economy business modelling tool intended to support the design and implementation of sharing economy business models (SEBMs) with improved sustainability performance.	✓	✓	✓	✓
13	Curtis, Steven Kane, Singh,	2020		To improve understanding of the social impacts of	✓		✓	

	Jagdeep et al.		PLOS One	sharing platforms and develop a systematic framework to assess these impacts.				
14	Daunoriene, Asta et al.	2015	Procedia - Social and Behavioral Sciences, Elsevier	To provide an approach to address and estimate sharing economy business models sustainability	✓	✓	✓	✓
15	Dervojeda, Kristina et al.	2013	Business Innovation Observatory, European Union	To study the accessibility-based business models of the sharing economy.	✓	✓	✓	
16	Erving, Ellyn E.	2014	Scripps Senior Theses	To study the sharing economy with special reference to *Lyft* and *Peers.*	✓			
17	Fecht, Sarah	2017	Earth Institute. Columbia University	To explain how the sharing economy is transforming sustainability.	✓	✓		
18	Forrester	2020	www.forbes.com	To redefine sustainability in the middle of a pandemic	✓	✓		
19	French, Laura	2015	The New Economy	To show how the sharing economy is shaking up the traditional business models.	✓			
20	Frenken, Koen	2017	Environmental Innovations and Societal	To discuss the sustainability perspectives of the sharing economy.	✓	✓	✓	✓

			Transitions, Elsevier					
21	Galloway, Hamilton et al.	2017	Oxford Economics	To show the effect of growing middle class and convergence in their spending behaviour.	✓			
22	Gansky, Lisa	2010	Penguin Publishing Group	To show how the future of business is sharing.	✓	✓		
23	Geissinger, Andrea et al.	2019	Journal of Cleaner Production, Elsevier	To assess the sustainability impact of the sharing economy.	✓	✓	✓	✓
24	Gerwe, Oksana and Silva, Rosario	2020	Academy of Management Perspectives	To develop a typology of the sharing economy organizations	✓	✓	✓	✓
25	Goudin P.	2016	EPRS: European Parliamentary Research Service	To examine the current economic, social and legal state of play regarding the sharing economy in the European Union.	✓	✓		
26	Hardin, G.	1968	www.jstor.org	To show the problem of population and devise ways to maximise resources.	✓			
27	Harendra, Nandita	2017	Value Notes	To show the effect of sharing economy on the traditional businesses.	✓			
28	Hasan, Raza and Birgach, Mehdi	2016	2016 IEEE 14th International Conference	To investigate the success factors of the sharing economy and	✓	✓	✓	✓

			on Software Engineering Research, Management and Applications (SERA)	portray it as a sustainable economic model.				
29	Iasevoli et al.	2018	Italian Journal of Management	To develop a taxonomy of sharing platforms benefitting both the demand and supply side.	✓			
30	IE University	2020	drivinginnovation.ie.edu	To list out the advantages of the sharing economy.	✓			
31	India Today	2019	www.indiatoday.in	To discuss the sustainability problems in India		✓	✓	✓
32	Kause, Astrid et al.	2018	journals.plosone.org	To compare the sharing behaviour with primary and secondary rewards.	✓			
33	Ke, Qing	2017	Cornell University	To understand service providers of the sharing economy, investigate who joins and who benefits, using the Airbnb market in the United States as a case study.	✓	✓	✓	
34	Kharas, Homi and Hamel, Kristofer	2018	Brookings Institution	To discuss global tipping points with regard to middle class people.	✓			
35	Kim, Min Jung	2019	KDI Journal of Economic Policy	To analyse the benefits and concerns of the sharing	✓			

				economy and derive policy implications that could help to achieve the expected benefits and respond appropriately to any concerns.				
36	Maple Capital Advisors	2020	www.maple-advisors.com	To explain the status of the sharing economy in context with India.	✓			
37	McGinnis, John O.	2018	papers.ssrn.com	To study the sharing economy as an equalizing economy.	✓			
38	McKenzie, Tom	2020	Inomics	To discuss the problem of scarcity and choice of sharing.	✓			
39	Munoz, P and Cohen, B	2018	California Management Review	To introduce a framework and a compass (generative tool) to navigate the sharing economy business models.	✓			
40	Mondal, Sanjana & Samaddar, Kaushik	2020	Management of Environmental Quality: An International Journal	To analyse the issues and challenges in implementing and adopting the sharing economy concept in tourism.	✓			
41	Nielsen, N.V.	2014	www.nielsen.com	To measure the appetite for participation in share communities	✓			

				around the world				
42	Ojala, Arto and Tuovinen, Tero Tapio	2020	Journal of Cleaner Production	to study how trust is built in the sharing economy.	✓	✓		
43	Ozcan, Pinar, Möhlmann, M. and Krishnamoorthy, Chandy	2018	http://wrap.warwick.ac.uk/103410/	To examine people's knowledge of, and attitude towards the sharing economy; their past and current level of participation in sharing platforms, and their future intentions to participate, in the UK context.	✓			
44	Pant, Bhaskar and Shende, Utkarsha	2020	papers.ssrn.com	To analyse the Impact of COVID-19-19 on the Sharing Economy in India and outline the way forward	✓			
45	Parsons, Adam	2014	Share the World's Resources	To explain the political evolution of the sharing economy.	✓		✓	✓
46	Petropoulos, Georgios	2017	Bruegel-Policy Contributions	To provide an overview of the collaborative economy and provide tentative recommendations to improve users' experience of participation in collaborative economy platforms.	✓			

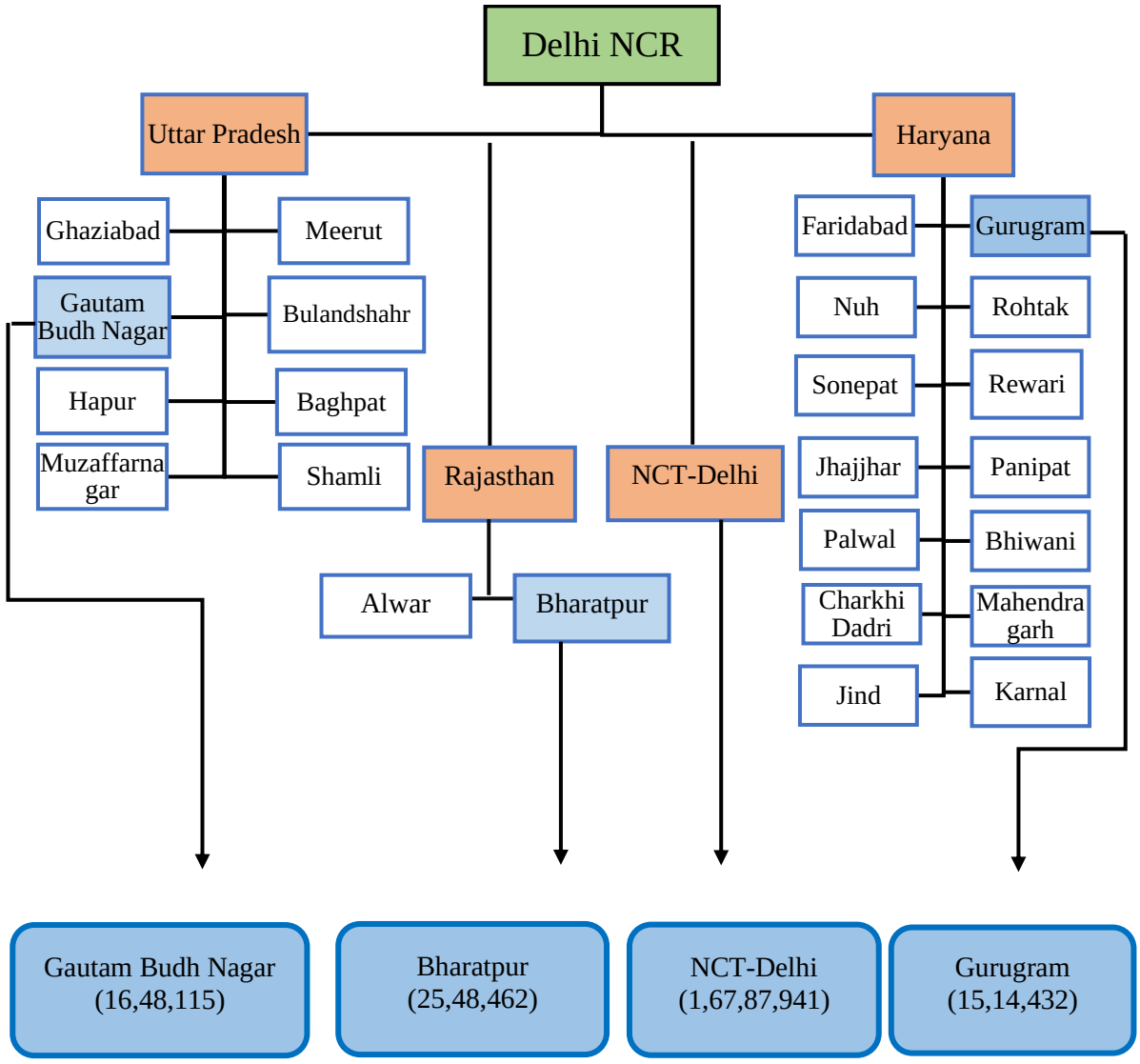
47	Retamal, M., Dominish, E.	2017	Institute for Sustainable Futures	To discuss the state of the sharing economy in developing countries.	✓	✓	✓	✓
48	Reynolds, Cormac	2015	Social Media Week	To explain the necessity of social media in the sharing economy.	✓		✓	
49	Rinne, April	2019	Global Agenda. World Economic Forum	To explain the four big trends for the sharing economy in 2019.	✓			
50	Liu, Xufeng and Chen, Hongmin.	2020	Sustainability	To explore the necessary conditions to promote sustainable development in the sharing economy.	✓			✓
51	Shawn	2016	www.digitalconnectmag.com	To discuss the integration of the sharing economy and social media.	✓			
52	Sijabat, Rosdiana	2019	DeReMa (Developmenr Researchof Management) Jurnal Manajemen	To identify the impact of four factors—economic, social, environmental, and technological—on individuals' motivation and decision to use three ride sharing platforms: UBER, GRAB and Go-JEK in Indonesia.	✓	✓	✓	✓
53	Silvera, David H. et al.	2020	Journal of Consumer Research	To examine the impact of scarcity of resources on the	✓			

				price-quality judgement.				
54	Stankevicie ne, Jelena and Grybaite, Virginija	2016	Ekonomia Zarzadzani e	To learn about the motives of Lithuanian people participating in the sharing economy.	✓			
55	Stephany, Alex	2015	Palgrave Macmillan	To provide a guide to collaborative consumption businesses and the sharing economy.	✓			
56	Sundararaj an, Arun	2016	The MIT Press	To explain the wide-ranging implications to a shift to the sharing economy.	✓			
57	Tura, Nina and Vaskelaine n, Teneli	2018	www.resea rchgate.net	To explore the various problems associated with the sharing economy.	✓			
58	Welsum, Desiree V	2016	World Bank Group	To explain some observations about the sharing economy.	✓			
59	Wihbey, John and Penn, Joanna	2016	The Journalist's Resource	To understand and analyse the sharing economy, those who participate in it and its economic impact.	✓			
60	Wirtz, Jochen et al.	2019	Journal of Service Manageme nt	To examine peer-peer to sharing business models including their source of competitive advantage,	✓			

				roles, motivations and behaviours of key actors.				
61	Wu, Xueme and Zhi, Qiang	2016	Energy Procedia, Elsevier	To discuss the impact of shared economy on urban sustainability.	✓	✓	✓	✓
62	Zhu, Meng and Ratner, Rebecca K.	2015	Journal of Marketing Research	To examine the individual choices influenced by scarcity.	✓			

ANNEXURE 2

Figure 5: Population Composition of Delhi NCR



Source: Census 2011